



Office Manager Meeting

Wednesday, June 7, 2023

Northeast

Physician Hospital Organization

AGENDA

Introduction: Alycia Messelaar, Director, *Contracting and Operations* Northeast PHO

- Point32Health/HPHC Cyber Security
- NEMMG Annual Meeting/Proposed By Law Change
- Helpful Reminders
- Health Plan Participation Grid
- DEA Fraudulent Calls
- 2023 NP/PA Meetings
- Upcoming Social Media Focus

NEPHO Colleagues AI/Tech Success

- Sue Henry – North Shore GI
- Nicholas Gonsalves – North Suburban Eye Associates
- Denielle Palm – Breast Health Clinic
- Open Discussion

POINT32HEALTH/HPHC CYBER SECURITY INCIDENT

Credit Monitoring Offer

Considering this incident, HPHC is providing all health plan members with immediate access to **two (2) years of free credit monitoring and identity protection services through IDX**. If you are enrolled in a HPHC insurance plan, you can enroll by visiting <https://response.idx.us/HPHC> and entering one of the following codes:

Adult members: **QE3U9P6XL**

Minor dependents: **QE3JEO9MZ**

You can also call (888) 220-5517 for assistance. IDX representatives are available between the hours of 9:00 a.m. to 9:00 p.m. EST, Monday through Friday.

It is also important that you know the following:

User Information – If, for some reason, you are able to navigate to an HPHC webpage that asks you to enter your user information, you should **not** enter that information. Instead, you should reach out to the HPHC Member Services phone number on the back of your card. If you do not have your ID card available, please call (888) 333-4742 (TTY: 711).

Access to Care – This outage does not impact your ability to receive care. If you need assistance with matters related to access to care, please call the HPHC Member Services phone number on the back of your ID card.

The [Point32Health website](#) is the best source of information and updates related to the system outage. Point32Health will update the page as information becomes available.

The 2023 NECoMG Annual Meeting will be held virtually via Zoom Meeting on June 15, 2023 at 7:00 a.m. Meeting login information was sent to NECoMG Shareholder member emails with a link to the proxy/voting form.

Please remind providers to use the form to submit their response by June 14th.

Re-Elections:

- Robert Cipolle, MD - SCP
- Pierre Ezzi, MD – PCP
- James McGuire, MD – PCP

Proposed NECoMG bylaw change vote

Click [here](#) to read the bios for this year's speaker and Board of Directors candidates.

Northeast

Physician Hospital Organization

Guest Speaker: Nancy Cibotti, MD
Chief Innovation Officer at BILH Primary Care

June 15, 2023 @ 7:00 a.m. Via Zoom

AGENDA

- ✓ Welcome – Dr. Pierre Ezzi
- ✓ Primary and Specialty Care AI, Market Trends, Digital Solutions and the Future of Innovations at BILH – Nancy Cibotti, MD, Chief Innovation Officer BILH Primary Care
- ✓ NECoMG Board of Directors Election and Proposed By-law Amendment Results – Dr. Pierre Ezzi

2023 NECoMG Annual Meeting



Northeast

Physician Hospital Organization

2023 Vote for Proposed NEECoMG Bylaw Change

NECoMG Shareholders include Primary Care Physicians (Class P) and Specialty Physicians (Class S). Other BILH risk units and other organizations employ/designate Nurse Practitioners or Physician Assistants who carry a panel, referred to as Primary Care Advanced Practitioners. There is some interest in the Primary Care Advanced Practitioner role in the NEECoMG's practices.

The potential benefits/objectives of the Primary Care Advanced Practitioner role include:

- Retain or increase the patient panel for the practice
- Attract and/or retain Nurse Practitioners or Physician Assistants who are interested in acting as the primary care provider
- Improve patient access to care
- Alleviate some responsibilities from the Primary Care Physicians or provide additional support to Primary Care Physicians

Current status:

Class P Shareholders: Class P Shareholders shall consist only of Primary Care Physicians

Nurse Practitioners or Physician Assistants can be Non-Shareholders in NEECoMG.

Proposed change:

Class P Shareholders: Class P Shareholders (the "Class P Shareholders") shall be either 1) Primary Care Physicians or 2) Nurse Practitioners or Physician Assistants acting as the primary care provider to a panel of patients ("Primary Care Advanced Practice Provider")

A **"YES" Vote** means Primary Care Advanced Practitioners can be Class P Shareholders

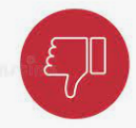


- Primary Care Advanced Practitioners are eligible to earn a portion of quality and efficiency surplus funds.
- The Primary Care meeting requirements will apply to Primary Care Advanced Practitioners.

Shareholder VS Non-Shareholder Key Differences

Shareholder	Non-Shareholder
<ul style="list-style-type: none">• Participation in risk distributions (shared savings/deficits/surpluses)• Stock options• Annual meeting requirements• Minimum hour requirements• Annual fee	<ul style="list-style-type: none">• Non-Shareholder, no participation in risk distributions (shared savings/deficits/surpluses)• No stock options• No meeting requirements• No minimum hour requirements• Fee is less than Shareholder Fee

A **"NO" Vote** means only Primary Care Physicians can be Class P Shareholders



- Surplus funds would be directed to physicians only. Primary Care Advanced Practitioners would not receive incentive funds for quality and efficiency measures. Their patients' results are included in the overall PHO results.
- It may be challenging to recruit Advance Practitioners to a practice.

- The NEPHO website is a wealth of information – www.NEPHO.org (it is a great idea to bookmark it!)
- Not all Emails you receive from NEPHO are going to your staff. Please be sure to consider the content and who in the practice would benefit receiving such information
- Utilize the PHO for questions or concerns – we are truly here to help you navigate the system, health plans and more!
- Provider Spotlights in NEPHO Newsletter and on Website will now showcase BILHPN specialty care that is not available in NEPHO
 - [BIDMC Dermatology | NEPHO](#)
- TeleHealth Resources were recently shared in the NEPHO Newsletter – request access to view a recent conference discussing Virtual Medicine presented by Dr. Louis Tramontozzi, Dr. Joseph Peppe and Chad Brouillard, Esq.



Do you recognize this document?

- It is the NEPHO Plan Participation Referral Grid
- This should be frequently utilized by practice staff
- It is updated frequently to reflect all contracting and referral changes
- Available on our website - <https://www.nepho.org/health-plan-participation-by-product/>

Please reach out to Alycia.Messelaar@lahey.org if you would like assistance how to interpret the grid and your practice specific participation.

Northeast Physician Hospital Organization			
NEPHO Health Plan Participation by Product Please check plan website for physician specific contract status. Some physicians may have a primary affiliation with another PHO due to different contracts.		ICB, HPNC, Tufts participate in the NEPHO/SLAPM Referral Simplification Program	Patients should contact their PCP if they desire specialty care so that the PCP may direct that care to a NEPHO/SLAPM specialist, as appropriate.
YES (Out of NEPHO and out of BLAH) are for referrals directed to out of NEPHO or BLAH Specialists			
Health Plan	Type or Name of Product (Massachusetts products ONLY)	PHO Contract	Referrals Required
MassGeneral Brigham Health Plan (Formerly Always Health Partners)			
Commercial	PD	YES	NO
Commercial	AMD	YES	YES
QHP/ConnectorCare Plans	Platinum, Gold, Silver and Bronze	YES	YES
MassHealth	Mass General Brigham SCD (My Care Family and Solo - SCD/SCD)	Specialists ONLY	YES
MassGeneral Brigham Medicare	Advantage Premier, Advantage Secure, Advantage	NO	
Mass	Mass Choice (MCO)	NO	
ICB			
Commercial	AMC/POS	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
			AS PT QT and Speech Therapy require Referrals
Commercial	PD	YES	NO
Medicare Advantage	AMD	YES - Messenger Model (MD Participation Optional)	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
			AS PT QT and Speech Therapy require Referrals
Medicare Advantage	PPD	YES - Messenger Model (MD Participation Optional)	NO
Logan			
Commercial	AMD/PPD	YES	NO
Commonwealth Care Alliance			
Small Groups (under 50)	One Care	YES - Messenger Model (MD Participation Optional)	NO
Small Groups (50 and older)	SCD	YES - Messenger Model (MD Participation Optional)	NO
Medicare Advantage	PPD	YES	NO
Johns			
Small Groups (50 and older)	Medicare SCD	Specialists ONLY	YES
MassHealth Products	Fallon Health Alliance Health Care Collaborative (HACC)	Specialists ONLY - Messenger Model (MD Participation Optional)	YES (in 100% Network only)
QHP	Community Care	NO	
PPD	Summit Elder Care (HACC)	NO	
Medicare Advantage	Fallon Medicare (HMO and PPO)	NO	
MassHealth Products	Northshore Fallon Health, Collaborative, Fallon 503 with Medicare Care Plan	NO	
Keene State Health Plan - (A Part of Health Enterprise)			
Commercial	AMC/POS	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	PPD/PPH/Open Access	YES	NO
Commercial	SC Independent Plan "Limited Network, verify eligibility and participation on website"	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	SC Primary Care "Limited Network, verify eligibility and participation on website"	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	National (Pursuant, Access America)	YES	NO
Commercial	AMD with Focus Network MA "Limited Network, verify eligibility and participation on website"	PHO PCP and PHO Primary Specialists only	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	St. Mary's Health Employer Term Plans "Limited Network, verify eligibility and participation on website"	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	KeeneState's Wellness (HMO) (Specialty)	YES	YES
Commercial	KeeneState's HMO	NO	
Medicare Supplement/Preferred	Supplement	YES	NO
Medicare Supplement/Preferred	Enhance	YES	NO
Tufts Health Plan - (A Part of Health Enterprise)			
Commercial	AMC/POS	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	PPD	YES	NO
Commercial	PPD	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	SC Navigator	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	SC Spirit "Limited PPO Network" - verify eligibility and participation on website	YES	No (in Spirit Network only)
Commercial	Scout Network "Limited Network" verify eligibility and participation on website	PHO PCP and PHO Primary Specialists only	YES (in Scout Network only)
Commercial	Uniform Service Family Health Plan	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Commercial	Unbound Employee Choice plan	NO	
Tufts Medicare Preferred - (A Part of Health Enterprise)			
Medicare Advantage	Tufts Medicare Preferred (TMP) - HMO	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Medicare Advantage	Tufts Medicare Preferred (TMP) - PPO	YES	NO
Small Groups (50 and older)	Tufts Senior Care Options (SCO)	YES	YES (Out of NEPHO and out of BLAH) send to NEPHO for review
Tufts Health Public Plan - (A Part of Health Enterprise)			
MassHealth Products	MCO/ACO Tufts Health Together	Specialists ONLY	YES (in Together network only)
QHP/ConnectorCare Plans	Tufts Health Direct - Platinum, Gold, Silver and Bronze	YES	NO (in Direct network only) - MCO Network does not accept this plan
Small Groups (under 50)	Unity	YES (Includes SLAPM HMO)	YES
UHC/ABC			
Commercial	PPD	YES	NO
Commercial	Indemnity	YES	
Wellness (Formerly known as BMC Healthcare)			
MassHealth Products	MassHealth MCO/ACO and CarePlus	YES	NO (in Wellness/ BMC network)
QHP/ConnectorCare Plans	Silver	YES - Messenger Model (MD Participation Optional)	NO (in Wellness/ BMC network) - Tufts does not accept this plan
QHP	Platinum, Gold and Platinum (Silver Network)	NO	

DEA Fraudulent Calls

Please be aware of recent reports of fraudulent calls made to practices by individuals misrepresenting themselves as agents with the Federal Drug Enforcement Administration. A recent warning to the public from the DEA has confirmed these bad actors are targeting physicians, providers, and the public, attempting to extort money and Personal Identifiable Information (PII).

The caller may reference a provider's NPI or state license number, in order to appear more credible and influence the provider or staff to disclose the requested information.

DEA personnel will never initially contact providers by phone, nor request PII over the phone. Legitimate investigations by the DEA are initiated via an official letter or in person, not phone calls.

Please share this information with your staff and providers, and ask them to report any such calls to your Integrity and Compliance department contact or the Northeast PHO.

See link to the DEA press release for additional information: [DEA Press Release](#)



As a best practice, when receiving calls requesting data such as this, it is important for staff to ask for a **name, company, call back number and direct email** and outline the call will be returned. This gives your practice the ability to confirm the call is not fraudulent, as well as track specific calls coming in.

1/26/23: Medications for Bipolar in Primary Care: Dr. Smita Patel

3/22/23: Clinovations: Dr. Jody Naimark

4/26/23: **NP/PA only meeting**

5/24/23: Interventional Pain: Dr. Erica Bial

6/28/23: Touching Hands Vietnam: Dr. Gabriel Merlin

7/26/23: Migraines: Jillian Annese NP

8/23/23: **NP/PA only meeting**

9/27/23: Hematuria: Spencer Rabidoux PA

10/25/23: **NP/PA only meeting**

11/29/23: TBD

NP/PA Only Meeting

- Quality updates
- Applicable BILHPN updates
- Intros/colleague connection
- APP wellness

**** Please encourage your practice APPs to block their schedules a head of time to join these meetings! ****

What's to come..

- Look out for a survey to collect practice social media pages
- Sharing the collected social media info to promote following, sharing and liking!
- Social Media Best Practices Resources
- Marketing contacts for those who are looking for additional guidance



NEPHO Colleagues AI/Tech Success

- Sue Henry – North Shore GI
- Nicholas Gonsalves – North Suburban Eye Associates
- Denielle Palm – Breast Health Clinic
- Open discussion

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North Shore GI Patient Messaging Experience

Automated Messaging starts after the Patient calls in and books the procedure. While booking the procedure for the patient, North Shore GI scheduling staff selects the prep type.

*Example based on MiraLAX Prep type selected

*Messages sent at 8 AM

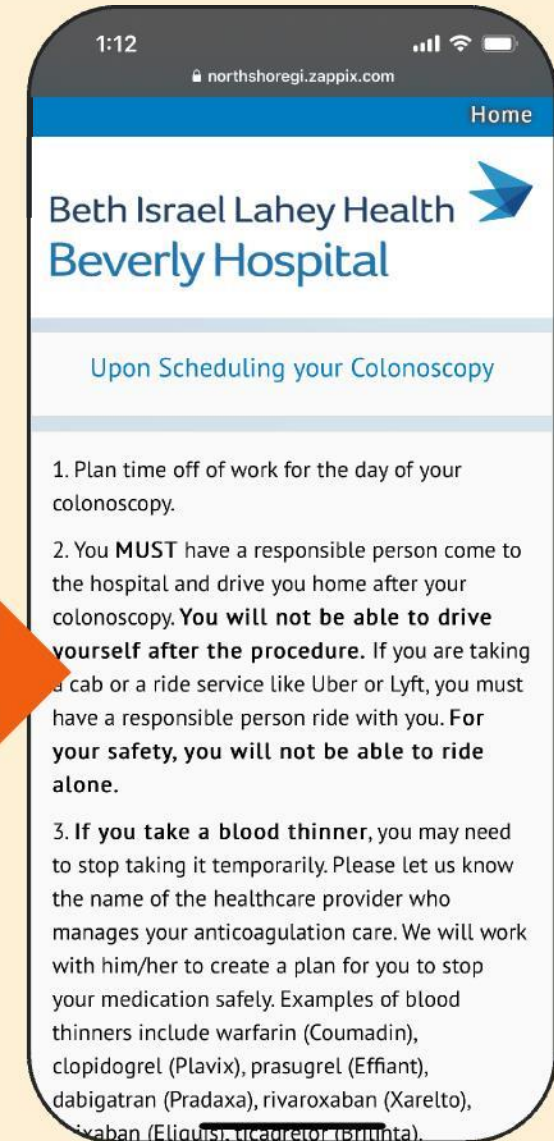
*Using QR code patients can access all information at anytime



Appointment Confirmation: 1 Day After Booking

Upon confirmation of the patient's procedure, they will be sent a detailed text message containing all the information regarding their appointment. This message will include a link to our On-Demand App, where they can access comprehensive procedure instructions.

Your colonoscopy has been scheduled on 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/384> to access your prep Instructions. If you cannot keep this appointment, please call 978-232-1120 and follow the prompts.



Prep Instructions: 21 Days Before Their Procedure

By clicking on the link that is sent 21 days before the procedure, patients will have access to instructions for their specific preparation type for ALL DAYS. Patients can download these instructions in PDF format.

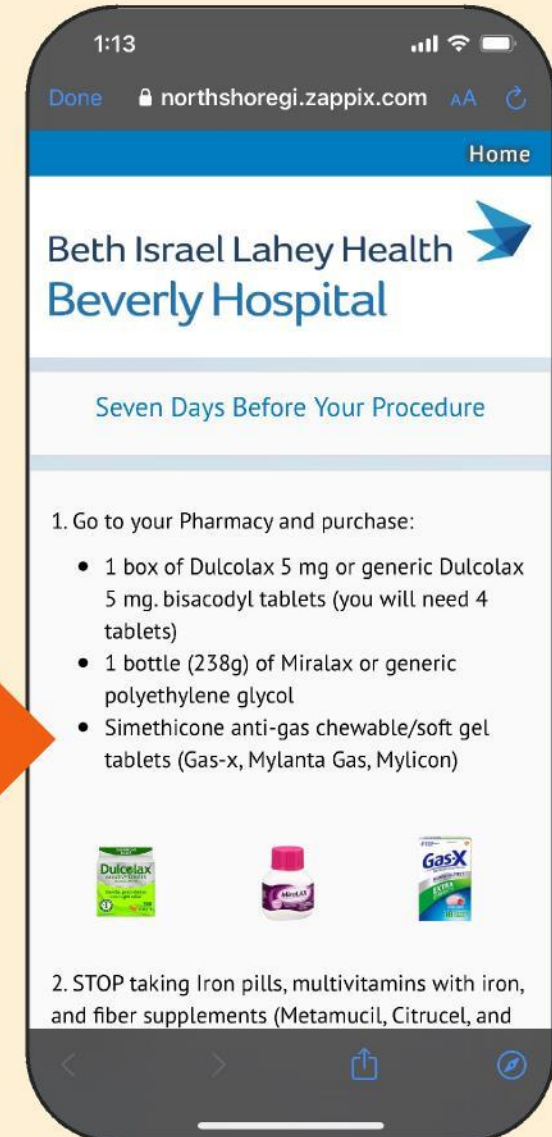
John, Your Gastroenterology procedure is scheduled on Fri 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/299> for your prep instructions for your procedure.



Prep Instructions: 7 Days Before Their Procedure

Based on the patient's selected prep type the message will be sent with a link sending them directly to the specific instructions for the 7th day before the procedure.

John, Your Gastroenterology procedure is scheduled on Fri 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/274> for your prep instructions for your procedure.



Prep Instructions: 3 Days Before Their Procedure

The message the patient receives will include a link sending them directly to the specific instructions for the 3rd day before the procedure

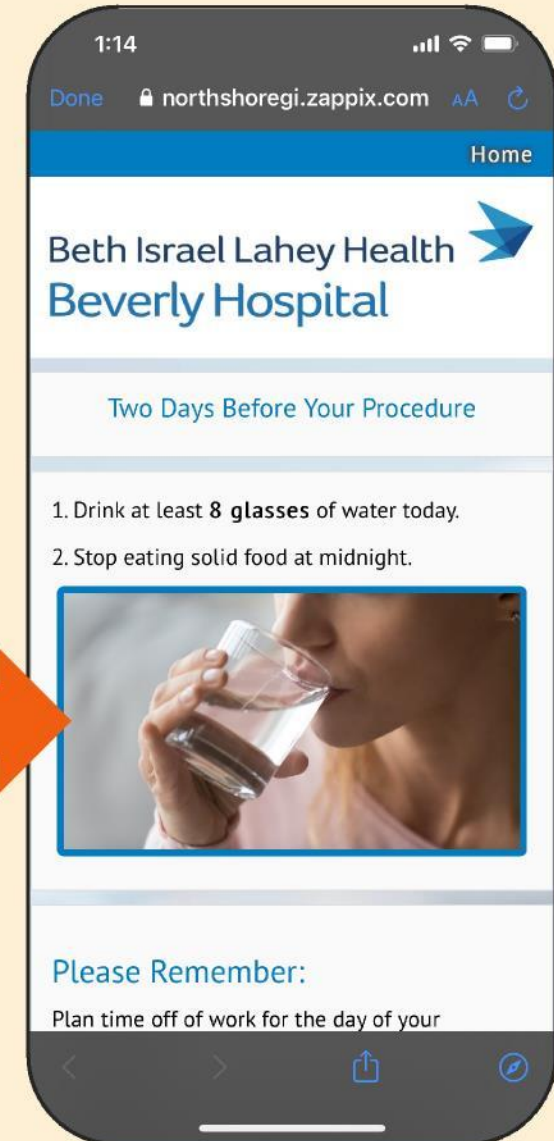
John, Your Gastroenterology procedure is scheduled on Fri 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/273> for your prep instructions for your procedure.



Prep Instructions: 2 Days Before Their Procedure

The message the patient receives will include a link sending them directly to the specific instructions for the 2nd day before the procedure

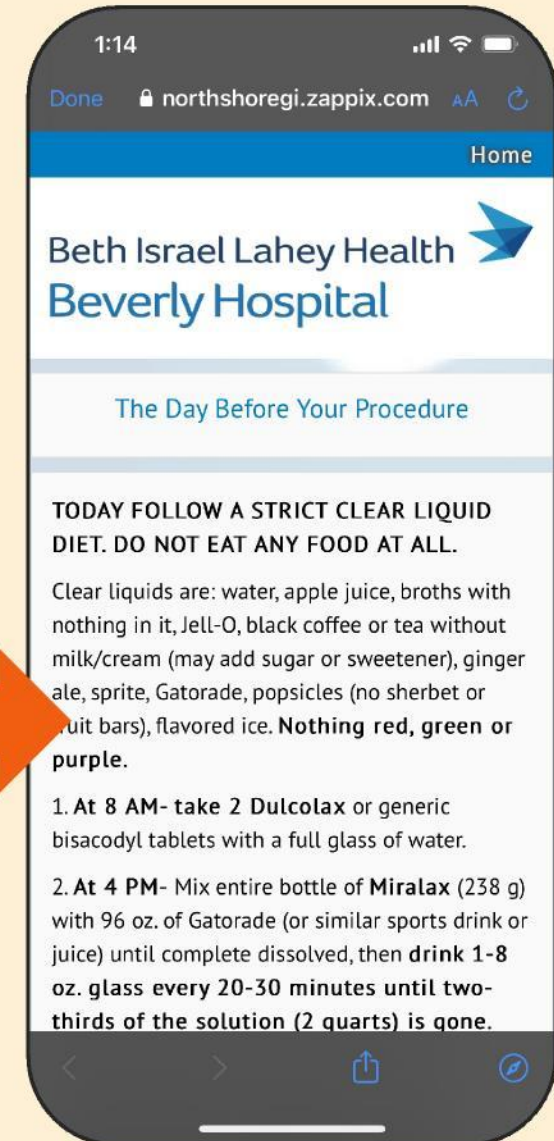
John, Your Gastroenterology procedure is scheduled on Fri 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/264> for your prep instructions for your procedure.



Prep Instructions: The Day Before the Procedure

The message the patient receives will include a link sending them directly to the specific instructions for the day before the procedure.

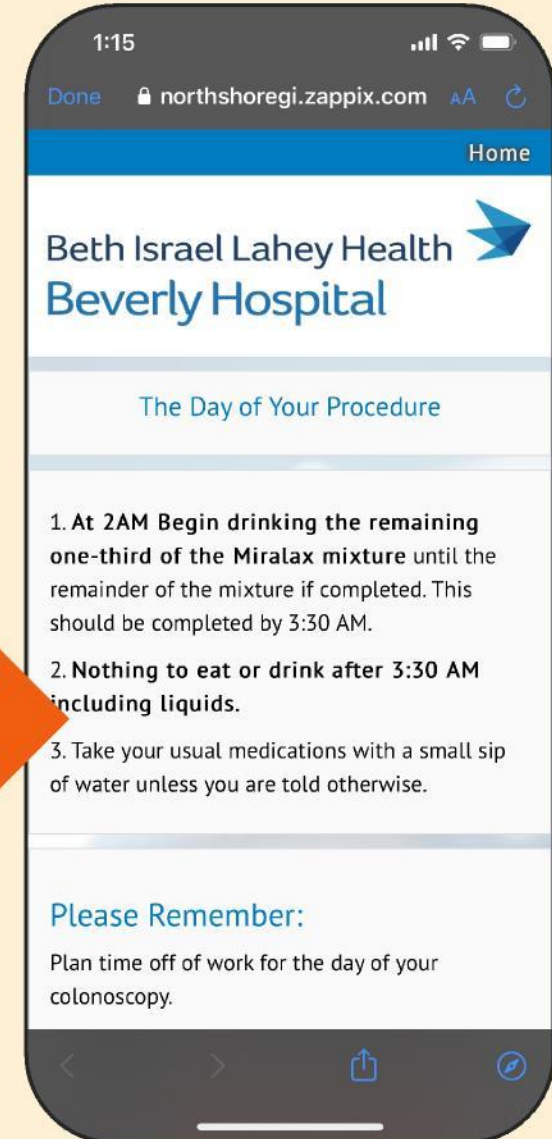
John, Your Gastroenterology procedure is scheduled on Fri 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/266> for your prep instructions for your procedure.



Prep Instructions: The Day of Their Procedure

The Day of Procedure Message is scheduled to be sent at 8 PM, the day BEFORE.

John, Your Gastroenterology procedure is scheduled on Fri 02/24/23 at Beverly Hospital. Tap <https://northshoregi.zappix.com/app/2982/session/268> for your prep instructions for your procedure.



Post Procedure Survey: The Day After Procedure

Lastly, we will send out a survey so patients can enter their feedback.

John, We'd love to hear about your experience with your procedure with Dr. John Smith at Beverly Hospital on Fri 02/24/23. Tap <https://northshoregi.zappix.com/app/2982/session/287> to provide feedback.



1:15 northshoregi.zappix.com Home

Beth Israel Lahey Health
Beverly Hospital

Gastroenterology Post Appointment Survey

Dear Patient:

We are interested in finding out how you feel about various aspects of our appointments. Please take a moment to complete this questionnaire about your recent appointment. Your responses are confidential and are greatly appreciated.

Thank you!

Please Rate Each Of The Following:

Ease of scheduling your endoscopy procedure

★ ★ ★ ★ ★

Ease of following your prep instructions

★ ★ ★ ★ ★

Courtesy and Friendliness of the Endoscopy staff

★ ★ ★ ★ ★

ZPATIENT A ENGAGEMENT PPI

- **Luma Health** - <https://next.lumahealth.io/>



Patient engagement platform for patient scheduling, payments, eligibility, estimates, verifications, conversational messaging, operational and clinical forms and more!

- Automated patient reminder system, directly links with the practice EMR.
- Fully configurable for practice and provider preferences
- Broadcast messages to all patients on current schedule (useful during office closures)
- Direct, secure messaging to patients
- Appointment Feedback
- Patient Intake
- Patient Self Scheduling

- **Brevium** - <https://brevium.com/>



A software tool purpose-built to unlock the revenue latent in overdue patients. It's a HIPAA-compliant, data-driven system that interfaces with practice management systems to improve patient care and fill schedules with high-priority patients. It finds patients who have stopped responding to recalls and uses proven outreach techniques to reactivate them.

- Patient recall system, directly integrated in EMR
- Ability to filter by diagnosis (reasons), provider, location and months since last appointment
- Patients needing recall are automatically pulled into "Caller" queue
- "Autopilot" setting

SCREENING MAMMOGRAPHY

JUNE 7TH, 2023

Denielle Palm, Associate Director
Radiology and Breast Health

Beth Israel Lahey Health 
Addison Gilbert Hospital

Beth Israel Lahey Health 
Beverly Hospital

Screening Mammography Current state

- Screening mammography performed at BILH Care Center – Danvers (formerly LOCD) and Addison Gilbert Hospital no longer perform mammograms at the Women's Health Building
 - Perform approximately 22,000 screenings each year
 - Support annual screening for women of average risk, age 40 and over
 - Reminder letters sent annually
 - Currently scheduling out 90 days for a screening mammogram
 - Various efforts to encourage screening through text messaging and direct scheduling in collaboration with the NEPHO
 - Patients can now schedule their annual mammogram through Lahey MyChart
 - Questions will be prompted to ensure patient should not be scheduled as a diagnostic.
 - Allows patient to choose site and time
-

QUESTIONS?



Any others using tech or AI applications in the practice that has been helpful in navigating patient communications, patient scheduling, billing, coding, employee scheduling, etc.?

Please feel free share!